

JORDAN HUTCHINGS

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🌐 www.jordanhutchings.com

EDUCATION

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|---|----------------|
| Ph.D. Quantitative Marketing, University of Toronto | 2022 – Current |
| M.A. Economics, University of British Columbia | 2020 |
| B.A. Economics, Simon Fraser University | 2019 |

RESEARCH INTERESTS

Empirical Industrial Organization, Causal Inference

WORK IN PROGRESS

Spontaneous Retailer Demand, Evidence from Bikeshare

PUBLICATIONS

An experimental investigation into whether choice architecture interventions are considered ethical,
with Daniella Turetski, Renante Rondina, Bing Feng, & Dilip Soman
Scientific Reports, 13(1), p. 18334, 2023

TEACHING EXPERIENCE

University of Toronto, TA

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|---|------------|
| Marketing 1: Managing Customer Value, <i>Prof. Dilip Soman</i> (EMBA, GEMBA, MBA) | 2025 |
| Introduction to Big Data Analysis, <i>Prof. Daniel Goetz</i> (MMI) | 2024 |
| Analytics for Marketing Strategy, <i>Prof. Sridhar Moorthy</i> (MMA) | 2024 |
| Modelling Tools for Predictive Analytics, <i>Prof. Ryan Webb</i> (MMA) | 2023, 2024 |
| Foundations of Artificial Intelligence for Management, <i>Prof. Ryan Webb</i> (BComm) | 2023, 2024 |

University of British Columbia, TA

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| Introduction to Macroeconomics, <i>Prof. Emrul Hasan</i> (BA) | 2020 |
| Introduction to Microeconomics, <i>Prof. Clive Chappel</i> (BA) | 2019 |

RESEARCH ASSISTANT POSITIONS

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|---|-------------|
| Avi Goldfarb & Claire Tsai: Experiment design, data cleaning, & analysis | 2022 – 2024 |
| Kristen Duke: Data cleaning & analysis | 2022 |
| Rachel Greshon: Data analysis for <i>Friends with Health Benefits: A Field Experiment</i> | 2022 |
| Patrick Baylis: Data documentation for <i>The distribution of COVID-19 related risks</i> | 2020 |
| Paul Schrimpf: Data collection and analysis for <i>Causal impact of masks, policies, behavior on early covid-19 pandemic in the U.S.</i> | 2020 |

PROFESSIONAL EXPERIENCE

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| Pre-Doctoral Research Fellow – CIDER, University of British Columbia | 2021 – 2022 |
| Associate Consultant – Deetken Insight Management Consulting | 2020 – 2021 |
| Freelance Economist – BC Regional Tourism Secretariat | 2020 |
| Summer Research Assistant – Bank of Canada | 2019 |

HONOURS AND AWARDS

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| University of Toronto Fellowship | 2022 – Current |
| TD Management Data and Analytics Lab Research Grant | 2023 |
| Jack Knetsch Award (Best Undergraduate Thesis) | 2019 |
| Undergraduate Student Research Award | 2018 – 2019 |
| The Glenn-Berg Enterprising Achiever Award | 2019 |
| Peter Kennedy Undergraduate Scholarship | 2019 |
| NCAA Athletic Award, Men's Golf | 2014 – 2018 |

CONFERENCE PRESENTATIONS

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| ISMS Marketing Science Conference | 2025 |
| Empirical & Theoretical Symposium for Canadian Marketing | 2024 |
| Rotman Marketing Brownbag Seminar Series | 2024, 2025 |
| TD Management and Data Analytics lab Research Round Table | 2023 |
| Canadian Economics Association, Poster | 2019 |

PROGRAMMING AND SOFTWARE SKILLS

R, Python, SQL, Git, Quarto, L^AT_EX, MS Office Suite